

Message Text

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SUBJ: NOVI SAD AGRICULTURAL FAIR

1. SUMMARY U.S. EXHIBIT AT NOVI SAD AGRICULTURAL FAIR, CONSIST-
INFO OF FOUR MACHINERY EXHIBITORS, SIX AGRICULTURAL COOPERATORS
PLUS 25 HOLSTEIN-FRIESIAN CATTLE, WAS SUCCESSFULLY LAUNCHED
AT FAIR OPENING MAY 10. PREMIER DZEMAL BIJEDIC, WHO WAS WELCOMED
AT U.S. EXHIBIT BY AMBASSADOR, EXPRESSED DEEP INTEREST IN, AND
APPRECIATION FOR, IMPRESSIVE U.S. PRESENCE. ATTRACTIVE
DISPLAY HAS DRAWN SIGNIFICANT BUSINESS AND PUBLIC
INTEREST, AND SHOW HIGHLY PROMISING PROSPECTS FOR SUBSTANTIAL
SALES.
END SUMMARY.

2. AMBASSADOR ESCORTED PREMIER BIJEDIC AND OFFICIAL PARTY
THROUGH U.S. EXHIBIT AREA ON MAY 10. OTHERS INCLUDING AGRICULTURE
SECRETARY KUSTRAK, FAIR MANAGER KRSTIC HAND HIGH-
LEVEL OFFICIALS FROM NOVI SAD, VOJVODINA AND SERBIA.
OFFICIAL PARTY SPENT 15 MINUTES AT U.S. EXHIBIT, DISPLAYING KEEN
INTEREST IN HIGH QUALITY OF PRESENTATIONS. BIJEDIC AND
KUSTRAK PAUSED TO SPEAK WITH INDIVIDUAL EXHIBITORS,
TAKING SPECIAL INTEREST IN THE DISPLAYS OF HOLSTEIN-FRIESIAN
SERVICES, AMERICAN SOYBEAN ASSN, AND PIPER AIRCRAFT.

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3. BUSINESS PROSPECTS ARE EXCELLENT FOR BOTH AGRICULTURAL AND

MACHINERY EXHIBITORS. PIPER, WHOSE AIRCRAFT DISPLAY IS MAJOR ATTRACTION, EXPECTS CONTRACT WORTH DOLS 2000,000 FOR SIX AGRICULTURAL AIRCRAFT, AND REPORTS OTHER SERIOUS INQUIRIES. JOHN DEERE AND INTERNATIONAL HARVESTER REPORT NUMEROUS BUSINESS MEETINGS. JOHN DEERE EXPECTS TO SIGN SEVERAL IMPORTANT CONTRACTS DURING FAIR. INITIAL CONTACTS REVEAL SUBSTANTIAL AND CONCRETE INTEREST IN HOLSTEIN-FRIESIAN CATTLE. DETAILS TO FOLLOW.

4. FIRST THREE DAYS HAVE ATTRACTED SEVERAL THOUSAND PUBLIC VISITORS TO U.S. EXHIBIT. AGRICULTURAL AND COMMERCIAL ATTACHES CONDUCTED PRESS CONFERENCE AT U.S. BUSINESS LOUNGE ON MAY 11. AT WHICH 30 YUGOSLAV JOURNALISTS WERE PRESENT. SUBSTANTIAL INTEREST WAS DISPLAYED.

5. DESPITE SERIOUS DELAYS OWING TO PROLONGED REINFALL, ALL PREPARATIONS FOR U.S. EXHIBIT WERE COMPLETED BY OPENING. OUTDOORS, ATTRACTIVE STRUCTURE HOUSING BUSINESS LOUNGE AND OFFICE IS FOCAL POINT TO WELCOME VISITORS TO U.S. AREA, PROVIDING EFFECTIVE AND INFORMAL MEETING SPACE FOR ALL EXHIBITORS. ADJACENT ARE VARIOUS GRAPHICS TO HIGHLIGHT U.S. DISPLAY AND INDIVIDUAL EXHIBITS, INCLUDING SIX METER HIGH USA TOWER. EQUIPMENT OF HESSTON, JOHN DEERE AND PIPER CONSTITUTE IMPRESSIVE OUTDOOR MACHINERY EXHIBIT. INTERNATIONAL HARVESTER EQUIPMENT HAS NOT YET ARRIVED OWING TO LATE ARRIVAL (BY THREE WEEKS) OF SHIP AT YUGOSLAV PORT. IH HOPES TO PLACE EQUIPMENT ON SITE BY MAY 15-15. INDOORS, IN ADJACENT CATTLE BARN, SIX USDA COOPERATORS EACH HAVE ATTRACTIVE EXHIBIT BOOTH OPPOSITE DISPLAY OF 25 HOLSTEIN-FRIESIAN COWS.

6. COMMENT. IN OPENING FAIR, PREMIER BIJEDIC STRESSED PRIME IMPORTANCE WHICH YUGOSLAVIA ATTACHES TO "ACCELERATED AGRICULTURAL DEVELOPMENT IN ALL SPHERES". HE MADE REFERENCE TO THE AMBITIOUS AGRICULTURAL DEVELOPMENT SCHEMES (GREEN PLANS) WHICH ARE EVOLVING IN ALL REPUBLICS AND PROVINCES. THIS VAST PROGRAM OF EXPANSION AND INVESTMENT LENDS ADDED IMPORTANCE TO THE NOVI SAD FAIR. EARLY RETURNS CLEARLY SHOW THAT THIS YEAR'S U.S. PRESENCE, IN THE FORM OF A NATIONAL EXHIBIT, OFFERS OUTSTANDING PROSPECTS FOR AN IMPORTANT ROLE IN THIS VITAL DEVELOPMENT.

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